

PROJECT REPORT

Subscribers Galore : Exploring World's Top YouTube Channels

1 . INTRODUCTION :

1.1 OVERVIEW

The Reigning Champion with an astounding 248million subscribers, T-Series claims the title of the most followed YouTube channel globally.

1.2 PURPOSE

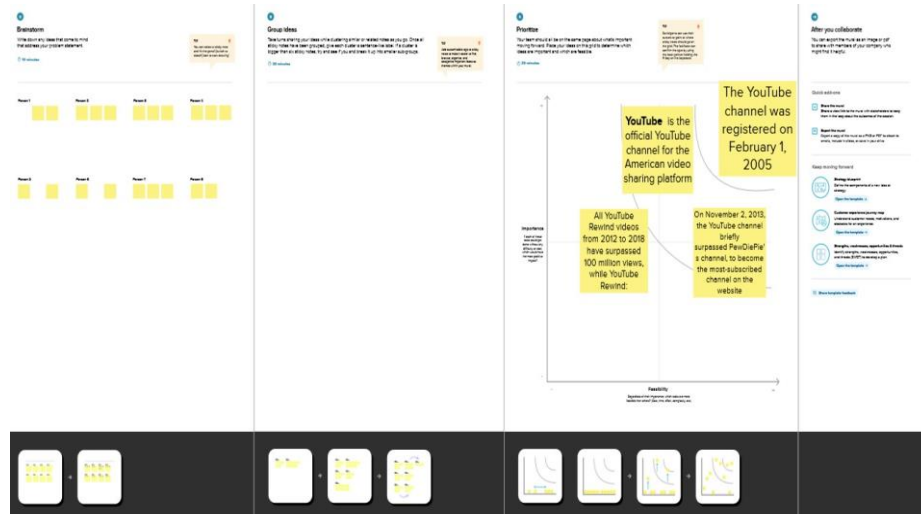
YouTube Subscribers refer to the people or accounts that are subscribed to your channel. so whenever you upload a new video, your subscribers will be able to see it in their feeds. This makes your subscribers more likely to watch the videos you upload.

2. PROBLEM DEFINITION & DESIGN THINKING

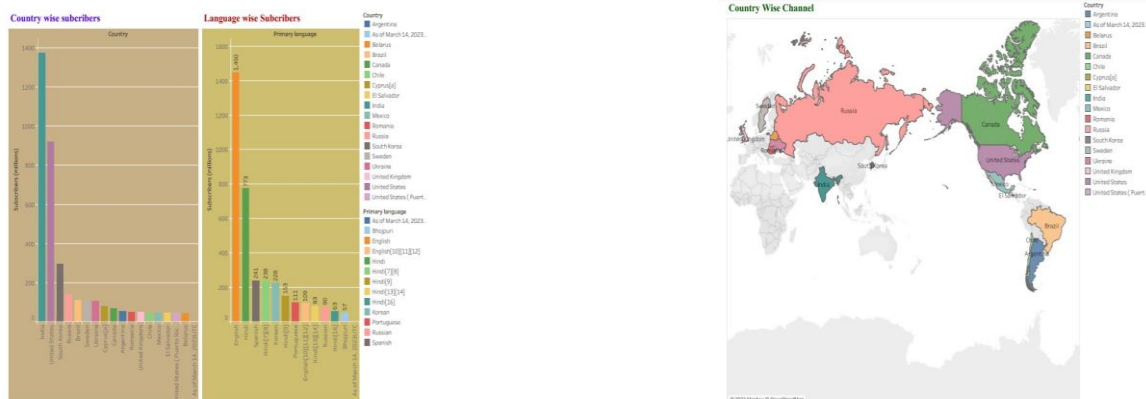
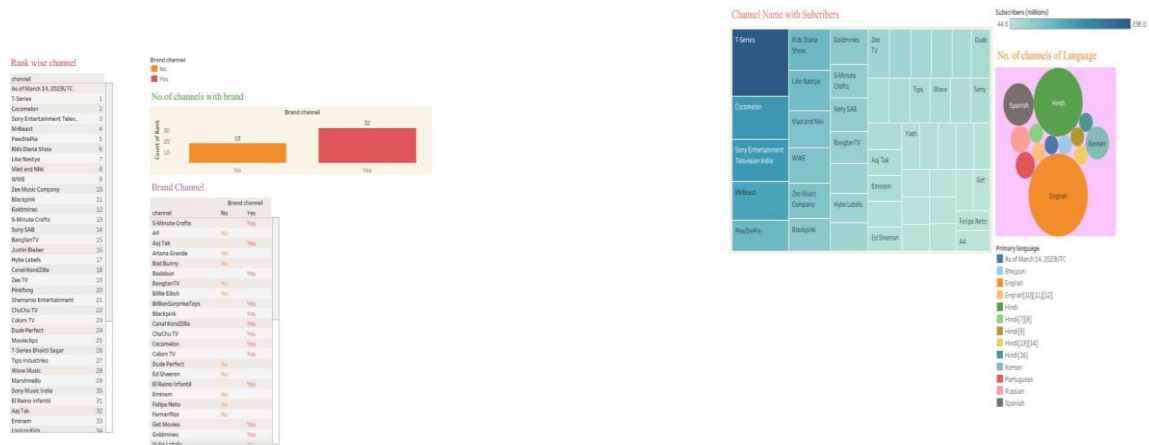
1.3 EMPATHY MAP



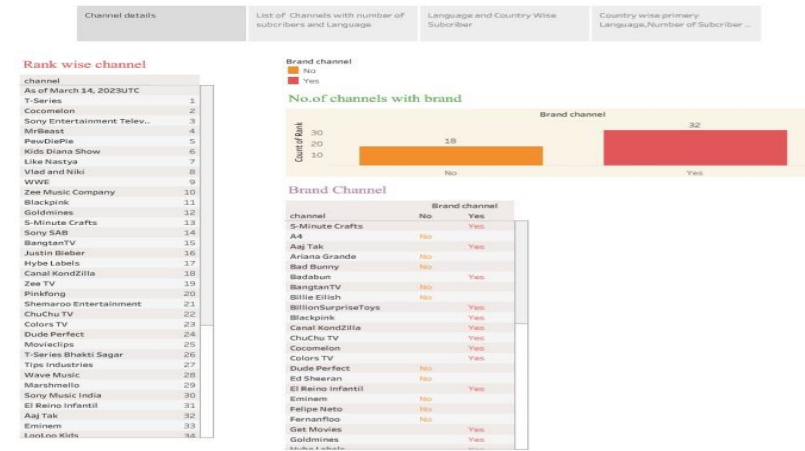
1.4 IDEATION & BRAINSTORMING MAP



3. RESULT



Youtube story



4. ADVANTAGES & DISADVANTAGES

Advantage :

YouTube videos are easily shareable . In turn, this will link back to your YouTube channel and can lead to increased subscribers. You can also embed videos into your web page and blog posts to help improve bounce.

Disadvantage:

Ads – a drawback of YouTube for the audience and a lot of distraction. Defamation and Bullying. Distracting or harmful content.

5. APPLICATIONS

The channel serves as the homepage for the user's account. In many ways to use this applications

6. CONCLUSION

YouTube has an important part in education, because it allows students to learn more about a particular topic or subject just by watching a short video.

7. FUTURE SCOPE

YouTube Creators should know in future. Video will be more social and interactive so that viewers will play a more significant role in videos.